

## **Multimedia Designer**

### **Authority**

The Multimedia Designer works under the supervisory function of the Principal of Wapaskwa Virtual Collegiate.

### **Purpose**

The Multimedia Designer must be a collaborative team player focusing on developing and publishing creative, e-Learning and other blended learning solutions to address the needs of the Wapaskwa Virtual Collegiate. The Multimedia Designer requires a high degree of knowledge and competency in various areas of creative arts, including digital media, graphic design, social media marketing, live streaming, and brand development. The Multimedia Designer works within the LMS to support the staff in online course development, including audio & video production and creating webinars.

### **Specific Responsibilities**

1. Leads, coordinates, and provides creative design and production for:
  - Graphic Design (signage, brochures, posters, event materials, advertisements, annual reports, social media, merchandise, website assets, online courses, and more);
  - Multimedia (production planning from initial recording to completion, creating and developing digital images, video, and textual animation to enhance websites and communication strategies;
2. Collaborates with team members (administration, content developers, instructional designers, etc.) and works with external contractors as assigned on multimedia and graphic design needs to provide concept designs, layout, and project deliverables;
3. Leads the ongoing implementation of the WVC Social Media Strategy through scheduled campaigns and monthly calendars of produced content writing (image, video, photo) for social media, web and traditional media platforms
  - Gather, develop, and create a calendar of scheduled released materials from a variety of sources for sharing on school LMS, social media, MFNERC and WVC websites;
  - Provides metrics and reporting from social media campaigns;
  - Implements strategies to improve and grow the brand;
4. Completes and balances multiple projects, demonstrating strong conceptual and analytical skills, planning abilities, and sound judgment by:
  - applying Project Management principles and skills in all areas of responsibility;
  - organizing, tracking, reporting, and updating projects as needed;
5. Troubleshoots and provides support and training for unit staff on applications and tools, including:
  - Audio and recording equipment

- LMS (Desire2Learn) course development workflows;
  - Kaltura Video Platform;
  - Adobe Dreamweaver and HTML CSS templates.
6. Manages and updates the WordPress website; wapaskwa.ca;
  7. Manages and backs up multimedia data to ensure the safe storage of work files;
  8. Maintains all WVC external communications, i.e., website and newsletters in collaboration with MFNERC;
  9. Formats and publishes all written publications (annual reports, school documents, policies, etc.);
  10. Ensures compliance and implementation of approved WVC/MFNERC brands, key messaging and writing standards in all visual materials;
  11. Procures promotional merchandise;
  12. Provides photography and media services for MFNERC/WVC events and programs;
  13. Manages the quoting process and execution with suppliers for printing, promotional materials and signage, following internal procedures;
  14. Attends meetings, events, and functions as required to promote the WVC and fulfill the MFNERC/WVC mandate;
  15. Fosters relationships with First Nations and advocates;
  16. Assists with special projects as assigned;
  17. Performs other job-related duties as assigned.

## Qualifications

### Education & Experience

- Post-secondary diploma or degree in accredited Creative Arts, graphic design or related discipline;
- 5+ years of experience and knowledge in graphic design, typography, video, and multimedia development skills;
- Advanced technical and computer skills with the ability to acquire new skills and knowledge quickly and easily, proficient using various software and systems including Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, etc.), Microsoft 365 suite of applications, WordPress, Cubase or similar, Internet, email, file management;
- Ability to manage a social media dashboard to manage multiple networks and profiles in a single collaborative calendar;
- Advanced understanding of Web design technologies, such as HTML5, CSS, JavaScript, and other web development tools;
- Ability to manage various projects in a fast-paced, deadline-driven environment with Project Management and strategic planning experience preferred;
- Knowledge about developing and implementing communication and marketing plans;
- Ability to provide effective customer service and actively listen and appropriately respond to colleague, stakeholder, and supervisor needs/requests;
- Excellent verbal and written communication skills in technical and plain language writing;
- Professional behaviours that personify a strong work ethic;

- Demonstrated commitment to high-quality work;
- Well organized with attention to detail and follow-through;
- Ability to work independently and cooperatively in an interdisciplinary team of professionals;
- Fluency in a First Nations language is considered an asset;
- Valid Class 5 Driver's License;
- Flexible to travel occasionally to MFNERC member schools throughout Manitoba;
- Satisfactory Criminal Record/Vulnerable Sector and Child Abuse Registry checks.

Interested applicants are invited to submit their resume and cover letter (please state position title applying for), along with (3) professional reference listings by Friday, November 26, 2021 to:

**Human Resources**  
**Manitoba First Nations Education Resource Centre Inc.**  
**2-1100 Waverley Street, Winnipeg, Manitoba R3T 3X9**  
**Email: [hr@mfnerc.com](mailto:hr@mfnerc.com) | Fax: 204.942.2490**

We thank all who apply, however, only those selected for an interview will be contacted. MFNERC has implemented a mandatory COVID-19 Vaccination Policy for all employees. Successful candidates will be required to show proof of the vaccination. Preference will be given to qualified First Nations applicants; applicants are asked to self-declare in their resume or cover letter. Incomplete applications will not be considered. No phone calls will be accepted. Successful candidates must provide satisfactory criminal and child abuse registry checks.

**Please visit our website at [www.mfnerc.com](http://www.mfnerc.com)**

**Date Posted: November 12, 2021**